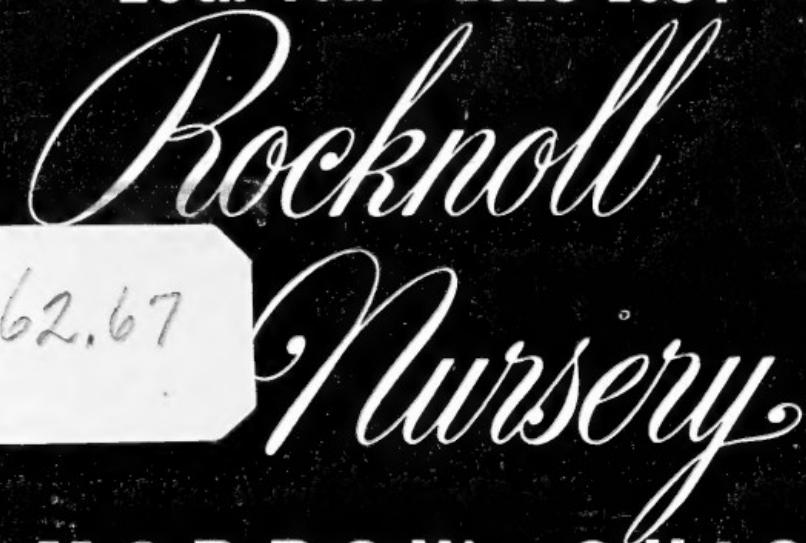


26th Year • 1928-1954



Spring 1954

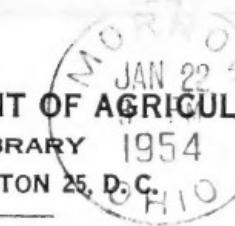
JANUARY

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COMPLETE CHRYSANTHEMUM GARDEN . . . \$3.00



Every year we grow over a million hardy Chrysanthemums in some 250 varieties comprising all types, colors, heights, and covering the entire flowering season from late June till November.

Many gardeners wishing a nice selection of Mums for their garden are lost amid this array. We have selected 15 new varieties covering the above ranges of hardy Mums and are offering them as a complete Mum Garden at a very reduced price.

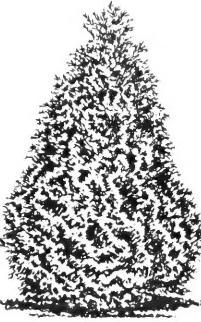
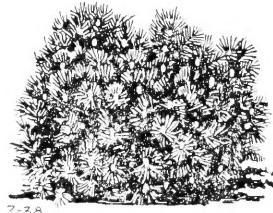
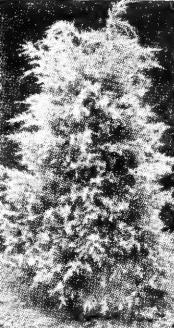
COMPLETE MUM GARDEN \$3.00

15 New and Outstanding Varieties comprised of:

| | Catalog Value | Catalog Value | |
|--|---------------|--|--------|
| 4 CUSHION MUMS | \$1.00 | 4 POMPON MUMS | \$1.00 |
| Dwarf early blooming varieties. 1 each red, pink, yellow, bronze. | | Doubles up to 2½ inches across. 1 each carmine, white, copper, orchid. | |
| 2 SPOON MUMS | .84 | 2 NEW DAISY MUMS | |
| Exotic and dainty novelties. 1 each lavender and garnet red. | | Large flowers, brilliant colors. 1 each salmon and maroon. | |
| 3 GIANT FLOWERED MUMS | \$1.00 | All 15 Mums — a \$4.68 Catalog value for only \$3.00, each type carefully labeled. | |
| Can be disbudded to 5 to 7 inch flowers. 1 each pink, scarlet, gold. | | | |

TEEN-AGE EVERGREENS 5-6 Years Old

These "teen-age" Evergreens are all nicely shaped plants 5 and 6 years old, fully large enough to be placed in their permanent location in your landscape arrangement. They are shipped with a ball of sphagnum moss on the roots which should be left intact when planting. For best results these teen-agers must be planted very early.



BARREL SHAPED

| | Each | Per 3 |
|------------------------|-------|--------|
| Ashford Juniper | \$.89 | \$2.50 |
| Very hardy dull green. | | |
| Swedish Juniper | .89 | 2.50 |
| Bright green. | | |
| Greek Juniper | 1.00 | 2.75 |
| Bluish green. | | |

BALL SHAPED

| | Each | Per 3 |
|-----------------------|-------|--------|
| Berkman's Arborvitae | \$.89 | \$2.50 |
| Golden tipped. | | |
| Mugho Pine | 1.00 | 2.75 |
| Like a tiny hedgehog. | | |
| Globe Arborvitae | .89 | 2.50 |
| Truly ball shaped. | | |

SPREADERS

| | Each | Per 3 |
|-----------------------|--------|--------|
| Cuspidata Yew (Taxus) | \$1.25 | \$3.00 |
| Dark green. | | |
| Andorra Juniper | 1.00 | 2.75 |
| Very prostrate. | | |
| Pfitzer Juniper | 1.00 | 2.75 |
| Most popular. | | |
| Sabina Juniper | .89 | 2.50 |
| Vase shaped. | | |

PYRAMIDAL

| | Each | Per 3 |
|----------------------|-------|--------|
| Irish Juniper | \$.89 | \$2.50 |
| Fast grower, good. | | |
| Hicksi Yew (Taxus) | 1.25 | 3.00 |
| Good for tall hedge. | | |
| Pyramidal Arborvitae | 1.00 | 2.75 |
| Dark green. | | |

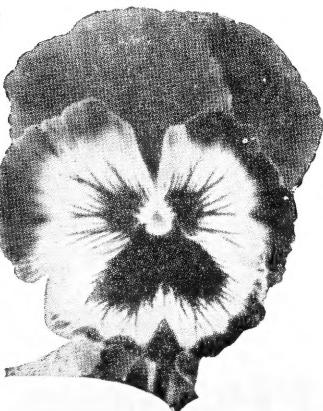
GIANT PANSIES

ROCKNOLL'S STRAIN OF SWISS GIANTS

Thrifty well rooted plants—wide assortment of colors. Plant early for a garden full of delightful pansies.

| | |
|-----------|--------|
| 15 Plants | \$1.00 |
| 50 for | 3.00 |
| 100 for | 4.50 |

Please order these plants early as our supply of these large started plants is limited. Most plants are in bud and some are in bloom.



HARDY LILIES

NEWER HYBRIDS

Best planted in groups of 3 or more. All large flowering sized bulbs.

| | |
|---|--------|
| GOLD BANDED LILY | \$1.25 |
| Auratum—White spotted crimson—gold bank. | |
| FORMOSA LILY | 1.00 |
| White Superior—Pure white blooms in August. | |
| GOLDEN SPECIOSUM | 1.10 |
| Lilium Henryi—Tall golden yellow. | |
| MAXWILL | 1.10 |
| New Hybrid—Pastel orange, 4-6 ft. | |
| ORANGE TRIUMPH | 1.00 |
| Dutch Hybrid—Very early upright. | |
| G. C. CREELMAN | .89 |
| Hybrid Regal Lily—White late flowering. | |
| SPECIOSUM RUBRUM | 1.25 |
| Selected Strain—Pink spotted red. | |
| SUTCHENSE | 1.00 |
| Another Hybrid—Dazzling light red. | |



SPECIAL—1 each of above 8 Lilies \$2.25
3 each of above 8 Lilies (24 bulbs) 6.00

THE FINEST IN HARDY ROSES

IN ROCKNOLL'S HUMIDIFIED ROSE PACKAGE

SEALED-IN MOISTURE FOR ROOTS... SEALED-IN VITALITY... SURE TO GROW... SURE TO BLOOM

All Roses are 2-year-old Field Grown Bushes... State Inspected... Full of Vigor



Monthly Blooming HYBRID TEA ROSES

We are proud to offer this ultra select list of roses. All are tried and proved kinds that will give complete satisfaction wherever roses are grown.

REDS

| | Each | 3 for | Each | 3 for |
|---|--------|--------|--------------------------------|---------------|
| AMI QUINARD—Near-Black Red | \$1.19 | \$3.35 | BUCCANEER—(Pat. No. 1119)— | |
| CHARLES K. DOUGLAS—Flaming Scarlet | 1.19 | 3.35 | Brilliant Yellow | \$2.75 \$7.20 |
| CHARLOTTE ARMSTRONG—(Pat. No. 459) Cerise Red | 2.25 | 6.00 | CHIEF SEATTLE—(Pat. No. 1030)— | |
| CRIMSON GLORY—Deep Velvet Crimson | 1.50 | 4.00 | Apricot Yellow | 2.50 6.60 |
| HAPPINESS—(Pat. No. 911) Deep Red | 2.50 | 6.60 | GOLDEN CHARM— | |
| McGREDY'S SCARLET—Velvety Crimson Scarlet | 1.19 | 3.35 | Deep Unshaded Yellow | 1.19 3.35 |
| MIRANDY—(Pat. No. 632) Garnet Red | 2.25 | 6.00 | LOWELL THOMAS—(Pat. No. 595)— | |
| NOCTURNE—(Pat. No. 713)—Dark Red | 2.00 | 5.25 | Canary Yellow | 2.00 5.25 |
| RED RADIANCE—Best All Around Red | 1.19 | 3.35 | LUXEMBURG—Yellow Toned Pink | 1.19 3.35 |
| ROUGE MALLERIN—Dark Velvet Red | 1.19 | 3.35 | PEACE—(Pat. No. 591)— | |
| SYMPHONY—(Pat. No. 958)—Carmine Veined Pink | 2.50 | 6.60 | Yellow, Pink Tipped | 2.50 6.60 |

PINK

| | Each | 3 for | Each | 3 for |
|---|--------|--------|------------------------------------|---------------|
| THE DOCTOR—Solid Rich Pink | \$1.19 | \$3.35 | CONDESA DE SASTAGO— | |
| EDITOR McFARLAND—Solid Glowing Pink | 1.19 | 3.35 | Red and Yellow | \$1.19 \$3.35 |
| HELEN TRAUBEL—(Pat. No. 1028)—Peach & Apricot | 2.75 | 7.20 | CONFIDENCE—(Pat. App.)— | |
| MARGARET McGREDY—Vermilion Pink | 1.19 | 3.35 | Yellow, White & Pink | 2.00 5.25 |
| MIAMI—Large Salmon Pink | 1.75 | 4.50 | COUNTESS VANDAL—2-Toned Pink | 1.19 3.35 |
| MISSION BELLS—(Pat. No. 932)—Salmon Pink | 2.25 | 6.00 | FORTY-NINER—(Pat. No. 792)— | |
| PINK RADIANCE—Best All Around Pink | 1.19 | 3.35 | Red & Yellow | 2.50 6.60 |
| SALMON RADIANCE—Shaded Salmon | 1.19 | 3.35 | PRESIDENT HOOVER— | |
| | | | Yellow, Red & Gold | 1.19 3.35 |
| | | | SUZON LOTTHE—(Pat. No. 934)— | |
| | | | Peach Pearl & Pink | 2.50 6.60 |
| | | | TAFFETA—(Pat. No. 716)— | |
| | | | Carmine, Rose & Buff | 2.00 5.25 |
| | | | TALISMAN—Bright Red, Gold & Yellow | 1.19 3.35 |

WHITE

| | Each | 3 for |
|--|--------|--------|
| BLANCHE MALLERIN—(Pat. No. 594)—Lovely White | \$2.00 | \$5.25 |
| K. A. VICTORIA—Double Fragrant Creamy White | 1.19 | 3.35 |
| KOENIGEN LOUISE—Pure Double White | 1.19 | 3.35 |

FLORIBUNDA ROSES

The most floriferous of all roses being constantly in bloom from June to November. All are excellent for borders, hedges, and the front of rose gardens. Some kinds are ideal for boutonnieres and small rose arrangements.

Each

3 for

| | Each | 3 for |
|---|--------|--------|
| CATHERINE ZEIMET—Very Double White | \$1.19 | \$3.35 |
| D. T. POULSEN—Bright Blood Red | 1.19 | 3.35 |
| ELSE POULSEN—Bright Rose Pink | 1.19 | 3.35 |
| FLORADORA—Scarlet Red, Very Choice | 1.50 | 4.00 |
| GEORGE ELGER—Yellow with Perfect Buds | 1.19 | 3.35 |
| IMPROVED RED LAFAYETTE—Crimson Red | 1.19 | 3.35 |
| IRENE OF DENMARK—(Pat. No. 889)—Clear White | 2.00 | 5.25 |
| MRS. R. M. FINCH—Large Bright Pink | 1.19 | 3.35 |
| RED RIPPLES—Oxblood to Carmine | 1.19 | 3.35 |
| VALENTINE—(Pat. No. 1029)—Deep Red | 2.00 | 5.25 |

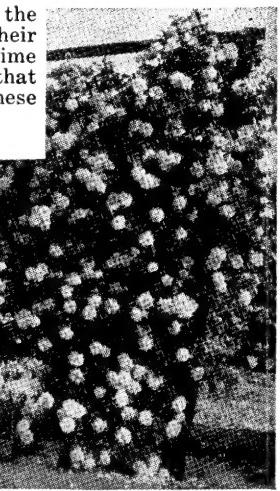
Everblooming CLIMBING ROSES

In planting climbers one might as well use the everblooming or recurring blooming types. Their initial June bloom is just as showy as the one-time bloomers. Their recurrent flowers add just that much charm to your garden. In hardiness these newer varieties are proved beyond doubt.

Each

3 for

| | Each | 3 for |
|---|--------|--------|
| BLAZE—Fiery Red | \$1.19 | \$3.35 |
| CLIMBING FLORADORA—(Pat. No. 1050)—Orange Red | 2.00 | 5.25 |
| CLIMBING FORTY-NINER—(Pat. No. 1094)—Red & Gold | 2.75 | 7.20 |
| CLIMBING MRS. P. S. DUPONT—Deep Yellow | 1.19 | 3.35 |
| NEW DAWN—Blush Pink | 1.19 | 3.35 |
| CLIMBING PEACE—(Pat. No. 932)—Yellow Edged Pink | 2.50 | 6.60 |
| CLIMBING PINK RADIANCE—Bright Pink | 1.19 | 3.35 |
| CLIMBING RED RADIANCE—Deep Red | 1.19 | 3.35 |
| CLIMBING TALISMAN—Popular Multicolor | 1.19 | 3.35 |
| CLIMBING HIGH NOON—(Pat. No. 704)—Yellow Pillar | 2.50 | 6.60 |



MONEYSAVING ROSE COLLECTIONS

If you want to save money on your roses but still want the best in hardy roses order these money saving collections. Only the very best of plants and varieties are used.

COLLECTION A

| | |
|--|--------|
| 3 SELECT HYBRID TEA ROSES | \$2.97 |
| Monthly blooming. 1 each of red, pink, yellow. Our selection but each variety labeled. | |
| 5 SELECT HYBRID TEA ROSES | \$4.89 |
| Monthly blooming. 1 each red, pink, yellow, 2-tone, white. Our selection but each variety labeled. | |
| 3 FLORIBUNDA ROSES | \$2.89 |
| 1 each of red, pink, and orange. Our selection but each variety labeled. | |
| 3 EVERBLOOMING CLIMBING ROSES | \$2.90 |
| 1 each of red, pink, and 2-tone. Our selection but each variety labeled | |

ABOUT PATENTED ROSES . . .

Practically all of the new roses introduced today are patented ones. This is done to protect the extensive advertising done by the originators of new varieties. This expensive operation also assures the public that only varieties of great merit will be patented. After several years the patent rights run out and the prices come down in line with the standard varieties, for example, Blaze, Countess Vandal, Crimson Glory and Floradora.

FREE ROSE . . .

For two reasons, first to help introduce our new rose, Miami, and second to encourage you to consolidate your spring orders we are offering you a bush of Miami FREE with each order of \$10.00 or more.

MIAMI . . .

This rose has proved very hardy and resistant to the obstinate climate we have in the valleys of the 2 Miamis in southern Ohio. The flower is a beautiful salmon pink, always in bloom and extremely useful as a cut flower.

ORDER EARLY PLEASE

The main reason in asking you to order Roses early is for your own good. We can hold roses in cold storage well into the summer but when planted in the garden that late are as a rule not successful.

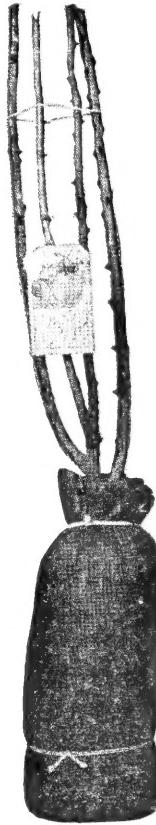
Order roses now, let us send them to you as early as possible, surely before April 15th, for best results.

MAKE YOUR OWN ROSE COLLECTION

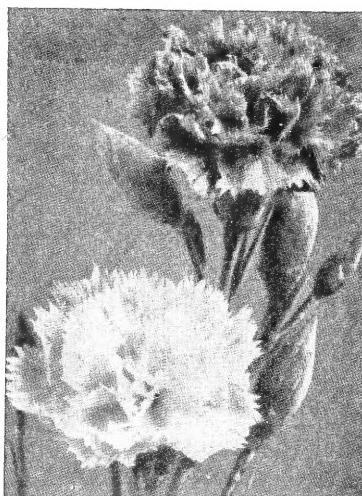
Order as Group O

Select any 3—\$1.19 Roses for \$3.29; Any 6 at \$1.19 for \$ 7.50
Select any 3—\$2.00 Roses for \$5.19; Any 6 at \$2.00 for \$10.00
Select any 3—\$2.25 Roses for \$5.89; Any 6 at \$2.25 for \$11.50
Select any 3—\$2.50 Roses for \$6.44; Any 6 at \$2.50 for \$12.75

Remember your free rose with each \$10.00 Rose order.



FRAGRANT CARNATIONS



All are grown out of doors
in the open field.

**Rocknoll's SPECIAL
Strain Hardy Giant
Flowered Carnations**

Heaviest bloom in June and repeat flowering throughout the year.

25c each; 6 for \$1.00
\$1.89 per dozen.

BLACK KNIGHT—Almost black
CARDINAL RED—Bright Red
GOLDEN SUN—Golden Yellow
SNOW WHITE—Pure White

12 Carnations \$1.89
3 each color

MIXED COLORS
Special Mixture of above
6 for 75c
12 for \$1.39

FREE PLANTS

- 12 GIANT FLOWERED HARDY CARNATIONS, assorted colors—FREE with all orders over \$5.00 received by Washington's birthday, 1954.

1 NEW ROSE—Miami, Rocknoll's glowing salmon pink monthly hybrid tea—FREE with each order of \$10.00 or more.

LOWER PRICES

Our prices of plants are lower this year in spite of general increases all along the line. However, there are certain expenses we cannot absorb so we are taking care of this with our Service Charge.

35¢ Service Charge

TERMS:

Please add 35c to every order large or small for handling, packing and postage. Rather than increase our prices we must ask you to send us this 35c Service Charge to take care of new packing regulations, increased postage, increased labor and increased freight. This combined Service Charge assures you safe prepaid delivery to your door.

HELIOPSIS LODDON GOLD



The Hardy Garden's most outstanding CUT FLOWER

This is one of our native plants in which the French gardeners recognize great possibilities. Through many years of intensive plant breeding they changed a small single yellow flower into a double giant golden beauty. The flowers grow on plants up to 5 ft. high—produce flowers all summer and through fall, on stems up to 18 inches long. The bloom itself is 5 to 10 inches across resembling a golden giant dahlia. Produced from a tuber-like root.

TUBERS 5 for \$1.00 - 12 for \$1.89

ORDER BLANK

ROCKNOLL NURSERY, Morrow, Ohio

"For Better Gardens"

Name _____

Address

Date Wanted

TOTAL OF ORDER

Q=5 Q.P. Orders admit 25% with Orders

SERVICE CHARGE

Minimum Order: \$3.00

AMOUNT OF MONEY SENT

25